

May 3, 2010

TO: Miranda Paster
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance,
Managing entity of the Sunset & Vine BID for
Central Hollywood Coalition

SUBJECT: First Quarter Report
January 1, 2010 through March 31, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting the First Quarter Report to summarize key activities of the Sunset & Vine BID.

I. Operational Issues

- The slate of board members to fill seven two-year terms was elected at the February annual meeting. Those individuals were: The slate includes: Charles Eberly, The Eberly Company; Kitty Gordillo, YMCA; Ryan Harter, CIM Group; Patrick Olmstead, LA Film School; Michael Pogorzelski, AMPAS; Fred Rosenthal; Ametron and Travis Serpa, Space 15 Twenty. The new board members will be elected in February 2010.
- At the February 20, 2010 Annual Meeting, the following officers were elected to fill one year terms: Ryan Harter, President; Lillian Kuo, Vice President; Carol Massie, Secretary; and Duke Gallagher as Treasurer.
- Due to the resignation of Rouben Rapelian from the Board, the Nominating Committee recommended the addition of Roxanna Sassanian to the board, from Sunset-Gower Studios, to fill the remainder of his term. She was seated in February. Additionally, Travis Serpa, of Space 15Twenty was relocated to Philadelphia, and there is currently another vacancy on the board.

- The new president, Ryan Harter, appointed new committees for the coming year. The chair of the Security Committee is Fred Rosenthal and the chair of the Streetscape Committee will continue to be Michael Pogorzelski.
- The amendment to the CHC-HPOA Management contract was approved at the March, 2010 board meeting. The management contract reflects a \$12,500 monthly expense associated with services provided to manage the Sunset & Vine BID.

II. Security

- At the January board meeting, Senior Lead Officer Paula Davidson briefed the board relative to ongoing gang issues in a neighborhood just south of the southern boundary of the SVBID, centered around Tamarind and Gordon Street.
- Kerry Morrison arranged for a meeting at the office of County Supervisor Zev Yaroslavsky and two key officials from the Los Angeles County Department of Public Health. The purpose of the meeting was to discuss the situation with the “Twitter food trucks” that are unpermitted, and parking in various locations within the BID. George Abou-Daoud, a restaurant stakeholder participated in this meeting, as did Joe Mariani and John Tronson, co-chair of the BID Security Committee. The county was represented by Clement Shoola and Terrence Powell of the County Health Department, and Carol Kim, Supervisor Yaroslavsky’s Health deputy.
- Several stakeholders from the Sunset & Vine BID attended a tour of the Hollywood community courthouse on February 9 to learn the consequences to the community, should the courthouse close, due to budget considerations. Many letters were generated from SVBID stakeholders and from the CHC Board to key local, judicial and state officials, to advocate for the continuation of this important resource in Hollywood.
- A meeting was held on March 11 with a variety of players involved with the Arclight parking structure to problem-solve around public safety issues in and around the structure at night. In attendance were representatives from the CRA, Robertson Properties Group, the parking company, the security representing the Dome Complex and the security representing the parking structure, local nightclub owners and LAPD. A variety of potential solutions were offered, including a cooperative security presence between the structure and the complex; controlled exits out of the parking structure (e.g., one way driving up Ivar); movement of more cars outside of the DeLongpre exit, and the invitation to nightclub security guards to park in the structure in order to add to the security presence.
- During this first quarter, BID security officers made 68 arrests within the Sunset and Vine BID. In addition, there were 348 radio calls and 270 business contacts. Eighty people were referred to social services. The most frequent arrest was for drinking in public, which amounted to 62 percent of all the arrests.

III. Streetscape Issues

- A screening of “The Social Life of Small Urban Spaces” was presented for property stakeholders in both the Sunset and Hollywood BIDs on February 25. The purpose is to stimulate interest in creating shared civic space, or public access plazas in the District(s).
- The board authorized the purchase of two wrought-iron benches for the NE corner of Sunset and Vine, along the Walk of Fame. This \$3,700 purchase would come from the Beautification budget.
- The Community Redevelopment Agency released the draft Urban Design Guidelines for the SVBID area in March. A community workshop was held on March 18, to which SVBID stakeholders were invited.

IV. Marketing Issues

- After two months of preparation, the Demographic Research project was launched during the first quarter. Telephone surveys commenced on March 19 with 400 residents in and around the core 90028 zip code. Staff worked with the research team of BW Research Partnership and True North Research to perfect the visitor/student/resident intercept surveys which will be administered over a two week period in April.
- Designs for the new pole banner campaign were presented to a subcommittee of the board and to the full board for their review prior to being finalized. At the February meeting, the board approved a request to raise the budget for the pole banner campaign to \$28,000, in order to allow for three designs, rather than one.

V. Other

- Community Plan Update: Staff created an opportunity for board members to attend an informal briefing to go through provisions of the community plan that would impact the BID area. Further, at the January meeting, the Board adopted language to inform the CRA regarding the BID’s concerns that the current language in the Community Plan that would make it easier for Farmers’ Markets to take control of city streets for their operations.
- After seeing the results of a community survey conducted among business and property owners after the 2009 Christmas Parade, the board asked staff to

determine from the city how much of the city's general fund is applied toward supporting the parade.

- The Sunset & Vine BID hosted the Los Angeles BID Consortium at the Hollywood Palladium on February 24, 2010.